

Message Text

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PAGE 01 BRASIL 03446 021514Z

ACTION COME-00

INFO OCT-01 ARA-10 ISO-00 EB-07 USIA-15 /033 W

-----021534Z 094628 /46

R 021335Z MAY 77

FM AMEMBASSY BRASILIA

TO SECSTATE WASHDC 1370

INFO AMCONSUL RIO DE JANEIRO

AMCONSUL SAO PAULO

UNCLAS BRASILIA 3446

E.O. 11652: N/A

TAGS: BEXP BR

SUBJECT: MEETING OF COUNTRY COMMERCIAL ACTION GROUP

REF: (A) STATE 44899, (B) STATE 49005

1. A MEETING OF THE COUNTRY COMMERCIAL ACTION GROUP (CCAG) FOR BRAZIL WAS HELD IN BRASILIA ON APRIL 19 UNDER THE CHAIRMANSHIP OF THE DEPUTY CHIEF OF MISSION. IN ADDITION TO EMBASSY OFFICERS, THE MEETING WAS ATTENDED BY COMMERCIAL OFFICERS FROM SAO PAULO, RIO DE JANEIRO, AND PORTO ALEGRE.

2. THE TRADE CENTER -- IT WAS NOTED THAT 32 LEADING FIRMS IN BRAZIL WILL PARTICIPATE IN THE OPENING EVENT AT THE TRADE CENTER MAY 16 - 20. THE AMBASSADOR AND COMMERCE ASSISTANT SECRETARY FRANK WEIL WILL ATTEND THE OPENING CEREMONY. THE MINISTER OF FINANCE, MARIO HENRIQUE SIMONSEN, THE MINISTER OF INDUSTRY AND COMMERCE, CALMON DE SA, AND THE CHIEF OF THE FOREIGN MINISTRY'S TRADE PROMOTION DEPARTMENT, MINISTER PAULO TARSO FLECHA DE LIMA, HAVE BEEN INVITED; (WE UNDERSTAND, INFORMALLY THAT MINISTER CALMON DE SA WILL BE OUT OF THE COUNTRY AND MAY BE REPRESENTED BY THE ACTING MINISTER OF INDUSTRY AND COMMERCE, LYCIO FARO). USIS WILL PUBLICIZE THE TRADE CENTER AND ITS ACTIVITIES.

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 BRASIL 03446 021514Z

3. 1977 CCP - THE DEPARTMENT CCAG REVIEWED PROGRESS UNDER THE FY 1977 COUNTRY COMMERCIAL PROGRAM. IT WAS NOTED THAT SAO PAULO 0904 SHOULD SATISFY THE DEPARTMENT'S REQUEST FOR ADDITIONAL INFORMATION ON THE THIRD PETROCHEMICAL POLE. WITH RESPECT TO THE AGRIBUSINESS CAMPAIGN, THE CCAG NOTED THAT CHANNELS OF INFORMATION

FLOW ON AGRIBUSINESS OPPORTUNITIES HAVE BEEN SET UP WITH STATE ENTITIES IN MINAS GERAIS, BAHIA, AND RIO GRANDE DO SUL. SEVERAL MINAS GERAIS OFFICIALS IN THIS FIELD, INCLUDING THE SECRETARY OF STATE FOR AGRICULTURE, ARE GOING TO THE US AT USG EXPENSE IN MAY. (SEE STATE 74696) IT WAS NOTED THAT SECTIONS J AND K OF SALVADOR'S A-4 OF OCTOBER 1, 1976, REPORTED 13 AGRIBUSINESS PROJECTS IN THE STATE OF BAHIA. AN INVESTMENT OPPORTUNITY IN CURITIBA WAS REPORTED IN SAO PAULO'S A-2 OF JAN. 19, 1977. OTHER NEW PROJECTS BEING RESEARCHED INCLUDE A POULTRY PRODUCTION PROJECT AT CAMPINAS AND A PROJECT FOR CANNED CITRUS FRUITS. THE CCAG AGREED FURTHER EFFORTS SHOULD BE MADE TO COLLECT INFORMATION ON BUSINESS OPPORTUNITIES IN THIS SECTOR, ESPECIALLY THROUGH THE CONSULATES, AND THAT THE REGIONAL AND STATE BANKS WERE AMONG THE BEST SOURCES. THE CCAG DISCUSSED WHETHER THE NATIONAL PLAN TO PROMOTE THE PRODUCTION OF ALCOHOL FOR USE AS FUEL PROVIDED THE US WITH TRADE OR INVESTMENT OPPORTUNITIES. THE CONSENSUS WAS THAT THE REQUIRED DISTILLATION EQUIPMENT COULD PROBABLY BE SUPPLIED BY BRAZILIAN INDUSTRY.

4. FY 1979 CCP -- THE CCAG DISCUSSED PROPOSALS FOR PRELIMINARY INPUTS FOR THE FY 1979 CCP. THE APPROVED PROPOSALS WERE TRANSMITTED BY BRASILIA 3176.

5. COMMERCIAL RESPONSIBILITIES OF PORTO ALEGRE.
THE CCAG DISCUSSED THE PROBLEM OF DEALING WITH THE UNCLASSIFIED

UNCLASSIFIED

PAGE 03 BRASIL 03446 021514Z

COMMERCIAL WORKLOAD OF PORTO ALEGRE FOLLOWING THE MOVE OF THE COMMERCIAL OFFICER POSITION FROM THAT POST TO SAO PAULO. IT WAS POINTED OUT THAT THE COMMERCIAL LOCAL AT PORTO ALEGRE WAS HIGHLY COMPETENT AND COULD TAKE OVER SOME OF THE WORK PERFORMED BY THE OFFICER, BUT THAT, HAVING NO REPRESENTATIONAL FUNDS, HE WOULD NOT BE ABLE PICK UP THE REPRESENTATIONAL FUNCTIONS NOW PERFORMED BY THE COMMERCIAL OFFICER. IF ANY SUBSTANTIAL NUMBER OF PROMOTIONAL CALLS IN SUPPORT OF THE TRADE CENTER ACTIVITIES WERE REQUIRED IN RIO GRANDE DO SUL IT MIGHT BE NECESSARY FOR THE TRADE CENTER STAFF TO TRAVEL THERE FOR THAT PURPOSE. CONGEN SAO PAULO WOULD PROBABLY HAVE TO TAKE OVER THE ANNUAL SHOE INDUSTRY REPORT, WHICH WOULD REQUIRE AN OFFICER FROM SAO PAULO TO MAKE A VISIT TO RIO GRANDE DO SUL ONCE A YEAR.

6. COMMERCIAL NEWSLETTER.
THE CCAG DISCUSSED WHETHER THE MAILING LIST FOR THE BOLETIM COMERCIAL (CURRENTLY JUST OVER 5,000) PROVIDED

GOOD COVERAGE OF THE TARGET AUDIENCE AND WHETHER COST CONSIDERATIONS CALLED FOR RESTRAINT IN ADDING SUBSCRIBERS TO THE LIST. THE REPRESENTATIVE FROM RIO DE JANEIRO SAID A RECENT ANALYSIS OF THE MAILING LIST INDICATED THAT ABOUT 30 PERCENT WENT TO BRAZILIAN FIRMS, 15 PER CENT TO TRADE ASSOCIATIONS, 10 PER CENT TO VARIOUS BRAZILIAN GOVERNAMENTAL AGENCIES, 10 PER CENT TO EDUCATIONAL INSTITUTIONS, 10 PER CENT TO USIS, 5 PERCENT TO BANKS, AND 5 PER CENT TO US FIRMS IN BRAZIL. IT WAS NOTED THAT MOST OF THE PRODUCTION COST WAS OVERHEAD AND THAT THE MARGINAL COST OF AN ADDITIONAL SUBSCRIBER WAS NOMINAL. IF WAS ALSO NOTED THAT A CERTAIN NUMBER OF SUBSCRIBERS COME OFF THE LIST BECAUSE THEY MOVE WITHOUT LEAVING FORWARDING ADDRESSES. THUS THERE WAS NO NEED FOR ANY POST TO HESITATE TO PROPOSE NEW NAMES FOR THE MAILING LIST. THE USIS REPRESENTATIVE URGED THAT ABUNDANT MATERIAL ABOUT TRADE CENTER ACTIVITIES BE MADE AVAILABLE FOR INCLUSION IN THE BOLETIM.

UNCLASSIFIED

UNCLASSIFIED

PAGE 04 BRASIL 03446 021514Z

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